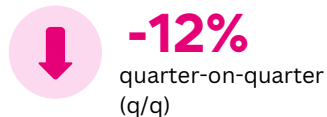
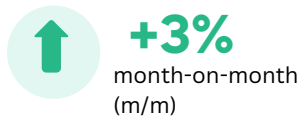


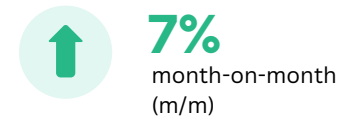
JULY 2024

# SEEK NZ Employment Report

## Job Ads



## Applications Per Ad



### National Insights:

- For the first time since January, job ads rose, increasing 3% m/m.
- Applications per job ad were up 7% m/m\*.

### Region Insights:

- Bay of Plenty recorded the largest increase in job ads in July, up 16%.
- Tasman, Southland and Gisborne were the only regions where jobs ads declined m/m.
- Applications per job ad rose by 15% in Hawkes Bay, 10% in Canterbury and 7% in Auckland.

### Industry Insights:

- Ad volumes in Retail & Consumer Products rose 24% and in Hospitality & Tourism 20%.
- Consulting & Strategy was the only industry where job ads declined in July.

\*Applications per job ad are recorded with a one-month lag. Data shown in this report refers to June data.

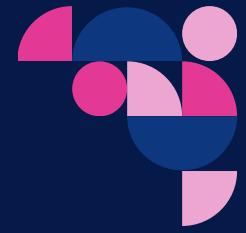
## Of the July data, Rob Clark, SEEK NZ Country Manager says:

“While it is pleasing to see an increase in job ad volumes, this comes after five months of consecutive declines, including an 8% fall in June.

“As seasonal industries that are prone to fluctuation, the rise in volumes in Retail & Consumer Products and Hospitality & Tourism may be a sign of businesses preparing for busier seasons.”

“In some of the larger regions, including Bay of Plenty, Auckland and Wellington, July saw the largest monthly rise in job ads in over two years.

“What hasn’t changed this month is the fierce competition among candidates, which shows no sign of abating.”



# SEEK NZ Employment Report

## National Trends

There was an increase in ad volumes for the first time since January, up 3% from June, after an 8% fall the month prior. July's rise was driven by increased demand in most regions, and in all but one industry (Consulting & Strategy, -7%).

Applications per job ad increased another 7% in June, the greatest rise since January, demonstrating greater competition within the already candidate-heavy employers' market.

Figure 1: National SEEK job ad percentage change m/m (July 2023 to July 2024)

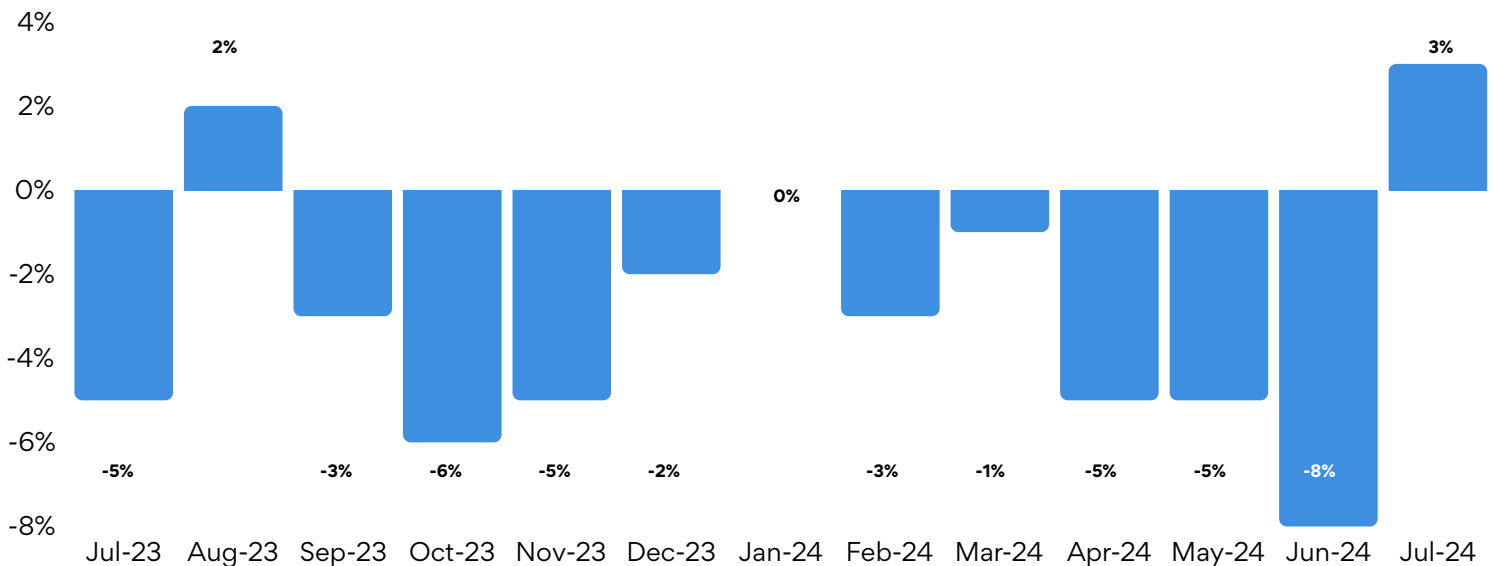
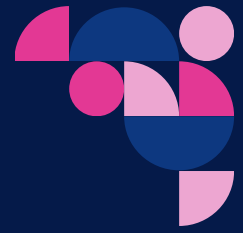


Table 1: National and regional job ad growth/decline comparing July 2024 to: i) June 2024 (m/m) and ii) July 2023 (y/y)

	NZ	Auckland	Wellington	Canterbury	Waikato	Bay of Plenty	Otago	Manawatu
m/m	3%	3%	4%	0%	6%	16%	5%	10%
y/y	-29%	-29%	-39%	-25%	-24%	-20%	-14%	-29%
	Hawkes Bay	Northland	Tasman	Taranaki	Southland	Marlborough	Gisborne	West Coast
m/m	3%	9%	-4%	3%	-12%	1%	-1%	8%
y/y	-28%	-24%	-27%	-20%	-21%	-45%	-40%	-29%



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# SEEK NZ Employment Report

## Region Trends:

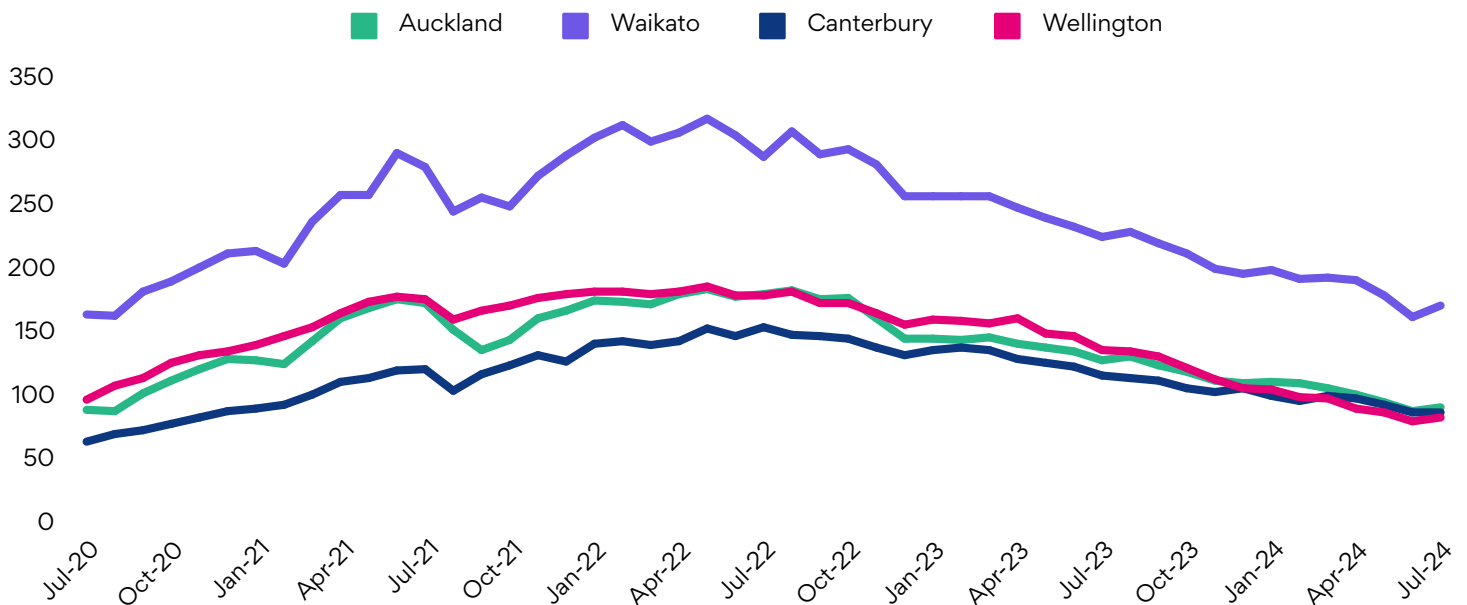
All but three regions recorded an increase in job ad volumes in July: Southland (-12%), Tasman (-4%), and Gisborne (-1%).

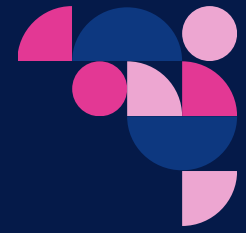
Bay of Plenty recorded the largest monthly rise, with job ads up 16% from June, the largest monthly growth the region has recorded in over three years. The second largest rise was recorded in Manawatu (10%).

Wellington's 4% rise and Auckland's 3%, though more subdued, were also the largest monthly jumps these regions had recorded in over two years.

Demand among candidates was spread across most regions, with a 15% increase in applications per job ad in Hawkes Bay, 10% in Canterbury and 7% in Auckland.

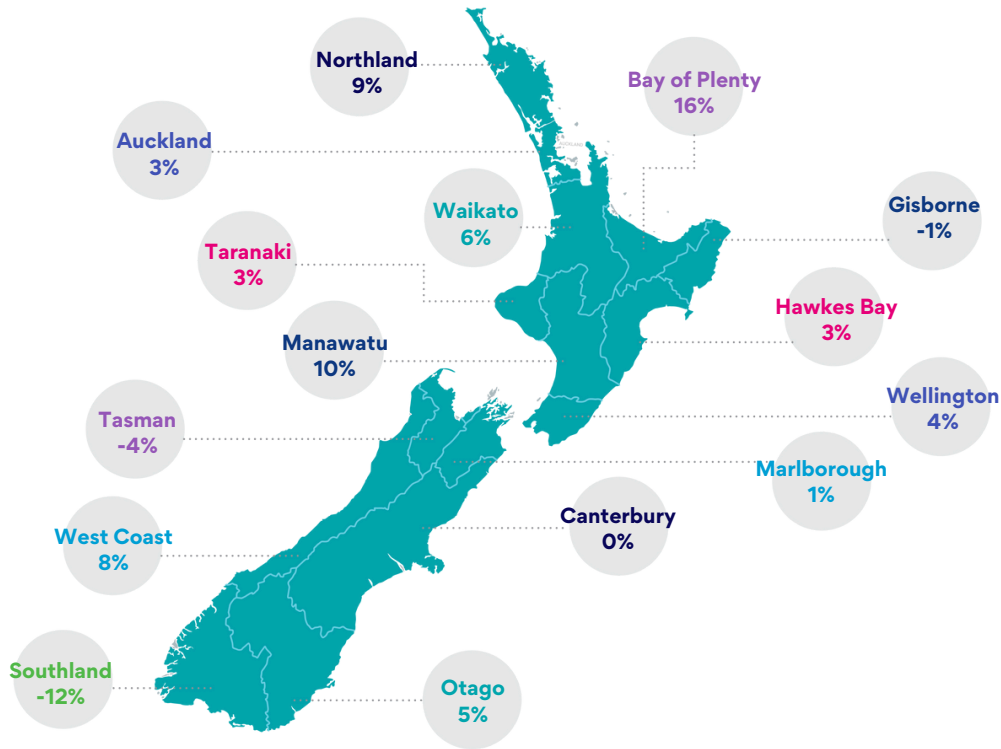
Figure 2: National SEEK job ad percentage change by region (July 2024 vs June 2024).  
Index = 100 (2013 average)





# SEEK NZ Employment Report

Figure 3: National SEEK job ad percentage change by region (June 2024 vs May 2024)



## Industry Trends:

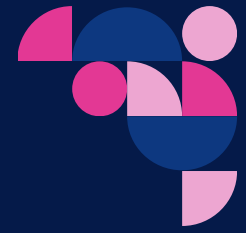
Most industries recorded an increase in July, some to a significant degree. The customer-facing industries saw notable growth, with Retail & Consumer Products rising 24% in a month and Hospitality & Tourism up by 20%. Government & Defence jobs also rose 22%.

Consulting & Strategy was the only industry where job ads declined in July, down 7%. Some industries, such as Manufacturing, Transport & Logistics and Administration & Office Support recorded no change m/m.

While white collar and service industry roles drove the increase in job ads in the major cities, outside of the urban centres, the Construction sector recorded a 14% increase in job ads, driven by rises in Design & Architecture and Trades & Services.

Table 2: Job ad growth by sector, Metro and Regional

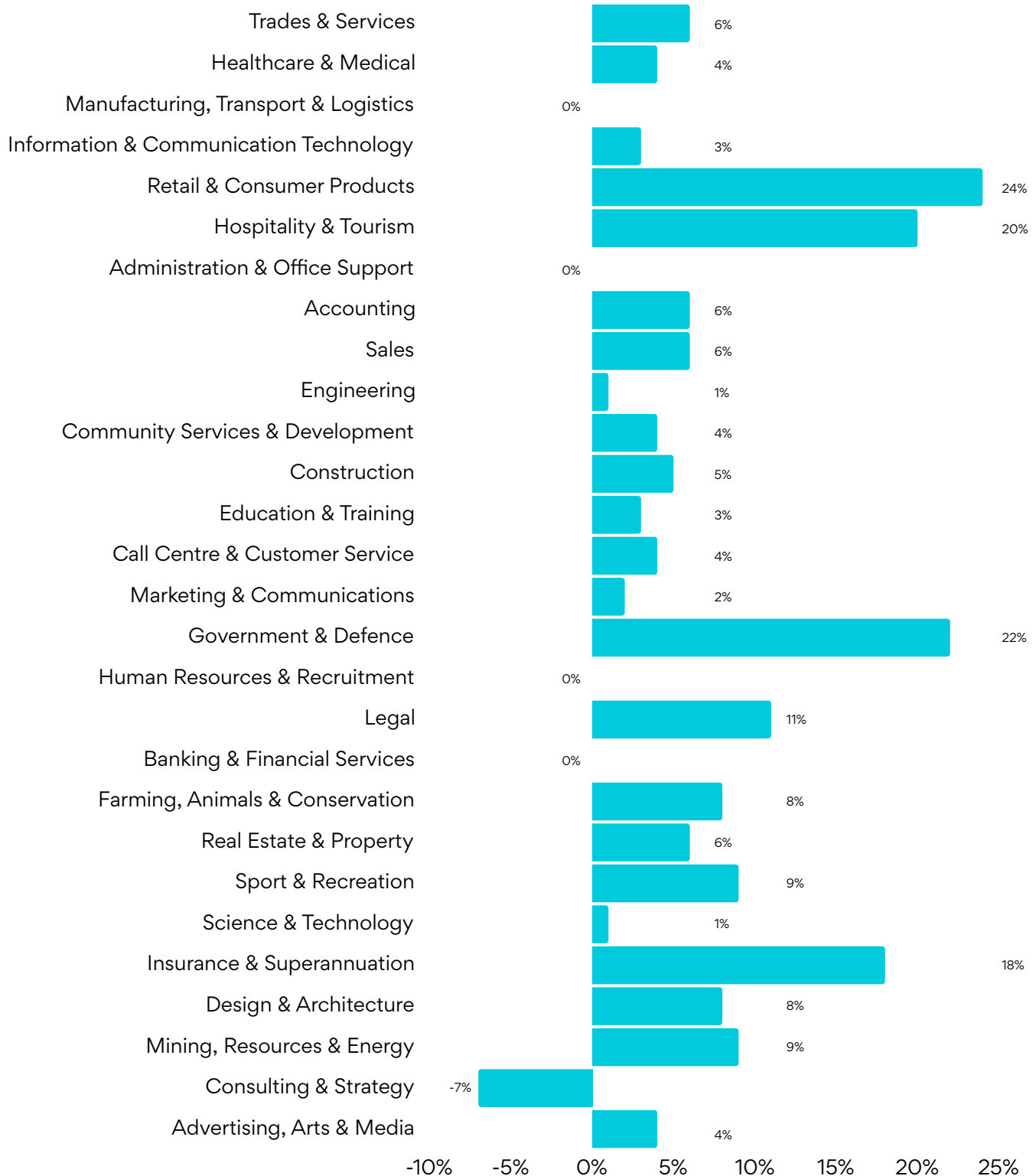
	Construction	Consumer Services	Industrial	Professional Services	Public Sector	Total
<b>Metro</b>	1%	8%	1%	4%	9%	5%
<b>Regional</b>	14%	10%	3%	1%	1%	4%



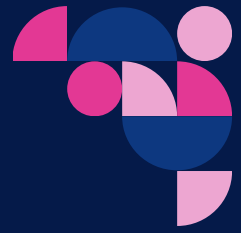
JULY 2024

# SEEK NZ Employment Report

Figure 4: National SEEK Job Ad percentage change by industry (July 2024 vs June 2024) – Ordered by job ad volume



# SEEK NZ Employment Report



## About the SEEK Employment Report

The SEEK Employment Report is Australia's leading employment index and provides a comprehensive overview of the Australian Employment Marketplace. The report includes the SEEK Employment Index (SEI) which measures only new job ads posted within the reported month to provide a clean measure of demand for labour across all classifications.

### Notes:

(1) The SEI may differ to the job ad count on SEEK's website due to a number of factors including: a) seasonal adjustments applied to the SEI; b) the exclusion of duplicated job ads from the SEI; and c) the exclusion of Company Listings (included under Company Profiles) from the SEI.

(2) The Covid-19 pandemic led to a high level of volatility in labour market data between April 2020 and March 2022. As a result, caution is recommended when interpreting trend estimates during this period as large month-to-month changes in variables generated multiple trend breaks.

(3) The applications per ad index contains a series break at Jan 2016 when the calculation of this series changed from using gross variables (inclusive of all SEEK job listings) to net variables (removing duplicate job listings). This change has a negligible impact on recent data points, but caution is recommended when interpreting data immediately following the series break, and particularly in 2016 where growth rates have not been adjusted for the series break.

**Disclaimer:** The Data should be viewed and regarded as standalone information and should not be aggregated with any other information whether such information has been previously provided by SEEK Limited, ("SEEK"). The Data is given in summary form and whilst care has been taken in its preparation, SEEK makes no representations whatsoever about its completeness or accuracy. SEEK expressly bears no responsibility or liability for any reliance placed by you on the Data, or from the use of the Data by you. If you have received this message in error, please notify the sender immediately.

## About SEEK

SEEK operates market leading online employment marketplaces, helping people live more fulfilling and productive working lives and helping organisations succeed.

SEEK has a multinational presence that is focused on Australia, New Zealand, Hong Kong, Indonesia, Malaysia, the Philippines, Singapore and Thailand.

## Contacts

### Laura Golden

E: [lgolden@seek.com.au](mailto:lgolden@seek.com.au)

P: 0403 324 314

### Andy Maxey

E: [amaxey@seek.com.au](mailto:amaxey@seek.com.au)

P: 0467 748 567